

For Immediate Release

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Media Release

Two CCSD schools repeat as Capturing Kids' Hearts National Showcase Schools

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Communications**

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Charleston, SC – The Flippen Group recently announced Jerry Zucker Middle School and Laing Middle School are Capturing Kids' Hearts® (CKH) National School Schools™ for the 2020-2021 school year. This is the fourth year in a row Zucker Middle has earned this distinction and the second year in a row (fifth overall) for Laing Middle.

This honor recognizes and celebrates schools that go the extra mile each day, creating social-emotional safety on school campuses conducive to learning. Only 325 schools across the nation were named National Showcase Schools™ this year.

"During this school year, more than ever, it has been crucial to developing trusting relationships with our students and staff," said Laing's principal, Jay Whitehair. "This recognition represents that our faculty and staff are committed to building a culture of caring. It is an honor to work alongside such a wonderful group of professionals."

Because of the rigor of the evaluation process, the Capturing Kids' Hearts® National Showcase School™ award is both a high aspiration and an exemplary recognition of excellence.

Capturing Kids' Hearts® campuses across the country are considered for this award based on the following criteria:

- Nomination based on observation by Flippen Group personnel
- Level of staff implementation of Capturing Kids' Hearts® processes as measured by online surveys
- Perceived climate and culture of the campus as measured by staff surveys
- A student survey to gauge their attitude and connectedness to school

"This year was definitely a challenge for us because our Zucker Middle School culture is built on connectedness - handshakes and hugs," explained Principal Jake Perlmutter. "Since positive relationships are a core value of our school, our faculty and staff found a way to make them a priority, even

in the face of a pandemic. I'm very proud to accept this honor for the heroic work that they have done this year."

Capturing Kids' Hearts® is the premier source of professional development for educators nationwide. Through experiential training, expert coaching, and personalized support, K-12 educators can implement transformational processes focused on social-emotional wellbeing, relationship-driven culture, and student connectedness.

Capturing Kids' Hearts® processes provide educators the skills they need to change the trajectory of students' lives. Campuses using these approaches consistently report improvements in academic, behavioral, and cultural outcomes.

According to the Flippen Group philosophy, when kids and teachers are connected, there is a significant positive transformational effect.

These campuses, including Jerry Zucker Middle School and Laing Middle School, will be honored and celebrated throughout the coming year as Capturing Kids' Hearts® National Showcase Schools™. In addition to public recognition, the campus has a banner to display their achievement proudly.

To learn more about the Capturing Kids' Hearts® National Showcase Schools™ recognition, visit the Flippen Group [website](#). For more information on the CCSD schools honored, contact the Division of Strategy and Communication at 843-937-6303.

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About the Charleston County School District

Charleston County School District (CCSD) is a nationally-accredited school district that is committed to providing equitable and quality educational opportunities for all of its students. CCSD is the second-largest school system in South Carolina and represents a unique blend of urban, suburban, and rural schools spanning 1,300 square miles along the coast. CCSD serves more than 50,000 students in 87 schools and specialized programs.

CCSD offers a diverse, expanding portfolio of options and specialized programs, delivered through neighborhood, magnet, IB (international baccalaureate), Montessori, and charter schools. Options include programs in science, technology, engineering, and mathematics (STEM); music and other creative and performing arts; career and technical preparation programs; and military.